

## In the Claims:

Please amend claims 1-3, 5 and 7, and cancel claim 8 as follows:

1. (Currently Amended) A method of calculating performance related to a local delivery of a local television commercial spot for a non-local advertiser by aggregating local spots broadcast on a network into national equivalent units using a database comprising national measurement data including at least the total number of households that subscribe to the network and the total number of persons within a specific sex-age demographic group that subscribe to the network, the method comprising the steps of:

assigning audience values for one or more local spots by determining a household universe for the data comprising the total number of households that subscribe to the network and storing the household universe in the database;

determining a demo universe for the network from the data comprising the total number of persons within a specific sex-age demographic group that subscribe to the network;

calculating a demo universe factor by dividing the demo universe by the household universe;

retrieving a specific household universe for at least that part of the network corresponding to the location in which a spot was broadcast from the database and storing the specific household universe in a record corresponding to a specific local spot in the database for later retrieval;

calculating a universe conformance factor by dividing the household zone universe by the household network universe;

calculating household delivery for a specific spot by multiplying the network household delivery and the universe conformance factor and storing the household delivery data in the database;

calculating the spot's demo delivery by multiplying the network demo delivery by the universe conformance factor and storing the demo delivery number in the database;

repeating these steps in total for each additional local spot; and

aggregating the local spots and their corresponding household delivery, demo delivery data to obtain national equivalent units

~~determining an estimated audience delivery for the local spot;~~

~~receiving and processing affidavits, in electronic format, for each airing of the local spot, the affidavits comprising detailed information on the airing of the local spots including a date and time the local spot aired;~~

~~obtaining national audience measurement data for each time interval during which the local spot aired; and~~

~~calculating an actual proportional delivery for the local spot by combining the audience measurement data for each airing of the local spot.~~

2. (Currently Amended) A method of aggregating local spots on a network into national equivalent units comprising the steps of:

obtaining, in electronic format, details on a database comprising data correlated to the airing of the local spots;

obtaining national viewing data for the network in increments of less than one hour corresponding to each time the local spot aired and uploading said data into said database;

determining an household impression and demo impression delivery for the local spots based on the national viewing data;

assigning audience values for the local spots based on the impression delivery for the spots;

sorting the database by one or more of advertiser, length of spot; network; daypart, and ISCI Code;

removing all spots that ran outside a contracted daypart;

obtaining a total number of national equivalent spots and an impression delivery for those spots, the impression delivery comprising one or more of: a total household delivery; an average household delivery per spot; an average household rating, a total demo delivery; an average demo delivery per spot; and an average demo rating;

calculating a subtotal of impression delivery by one or more of ISCI code, daypart, length, and network;

calculating a total number of national equivalent units by adding household zone universe data for each of a plurality of local spots stored in the database and dividing that number by the total number of subscribers claimed for that network;

calculating an average household delivery per spot by dividing the total household delivery by the total number of network equivalent spots;

calculating an average household rating by dividing the average household delivery per spot by the total number of claimed subscribers and then multiplying that number by 100;

calculating a total demo delivery by adding all of the demo delivery numbers for the local spots from the database;

calculating an average demo delivery by dividing the total demo delivery by the total number of network equivalent spots;

calculating an average demo rating by determining the average demo delivery expressed as a percentage of the total number of claimed subscribers, multiplied by a demo universe factor; and

repeating the steps for additional spots and aggregating the audience values to create a national equivalent unit on the network.

3. (Currently Amended) A method for aggregating local commercial spot inventory into national equivalent units for a network and providing accurate audience estimates and delivery measurements using published national viewing data comprising the steps of:

processing affidavits in an electronic format for every local spot aired, the affidavits comprising detailed information on date and time of the airing of the local spots;

determining an impression delivery for the local spots aired based on viewing data in increments of less than one hour from a national audience measurement and matching the impression delivery data with the information from the processed affidavits as a record in a database;

assigning audience values for the local spots based on the impression delivery;

aggregating values calculated using the local spot affidavit information, impression delivery and audience values to generate a national equivalent unit; for the national

equivalent unit determining the number of times the unit aired and an impression delivery for the unit;

comparing ~~the~~ an estimated delivery derived from data in the database with the actual delivery to determine the value of the national equivalent unit;

for additional national equivalent units, repeating the steps of determining an impression delivery of the local spots, of assigning audience values for the local spots, and of determining the number of national equivalent units aired and the impression delivery for the national equivalent units; and

calculating from the national equivalent units the amount to charge an advertiser for an advertising schedule on the network.

4. (Original) The method of claim 3 wherein the affidavits comprise the exact date and time the local spot aired, the network on which the local spot aired, and the program during which the local spot aired.

5. (Currently Amended) The ~~affidavits~~ method of claim 4 wherein the affidavits are received in electronic format.

6. (Original) The method of claim 5 wherein the electronic formats of the affidavits are converted into a readable format.

7. (Currently Amended) The method of claim 4 wherein the affidavits are received in paper format and are scanned or otherwise converted into a readable electronic format.

8. (Cancelled) ~~The method of claim 7 wherein the paper affidavits are scanned or otherwise converted into a readable electronic format.~~

9. (Original) The method of claim 4 wherein the affidavits are received in both paper and electronic format.

10. (Original) The method of claim 3 wherein the steps of calculating the amount to charge an advertiser are repeated for additional networks.

11. (Original) The method of claim 10 wherein the method is repeated for additional advertisers.

**Serial No.** : **10/815,300**  
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**Inventor** : **Funston**  
**Title** : **Aggregating Local Cable Spots Into National Equivalent Units**

**COPY OF CLAIMS WITH AMENDMENTS INCORPORATED**

1. (Currently Amended) A method of calculating performance related to a local delivery of a television commercial spot by aggregating local spots broadcast on a network into national equivalent units using a database comprising national measurement data including at least the total number of households that subscribe to the network and the total number of persons within a specific sex-age demographic group that subscribe to the network, the method comprising the steps of:

assigning audience values for one or more local spots by determining a household universe for the data comprising the total number of households that subscribe to the network and storing the household universe in the database;

determining a demo universe for the network from the data comprising the total number of persons within a specific sex-age demographic group that subscribe to the network;

calculating a demo universe factor by dividing the demo universe by the household universe;

retrieving a specific household universe for at least that part of the network corresponding to the location in which a spot was broadcast from the database and storing the specific household universe in a record corresponding to a specific local spot in the database for later retrieval;

calculating a universe conformance factor by dividing the household zone universe by the household network universe;

calculating household delivery for a specific spot by multiplying the network household delivery and the universe conformance factor and storing the household delivery data in the database;

calculating the spot's demo delivery by multiplying the network demo delivery by the universe conformance factor and storing the demo delivery number in the database; repeating these steps in total for each additional local spot; and aggregating the local spots and their corresponding household delivery, demo delivery data to obtain national equivalent units.

2. (Currently Amended) A method of aggregating local spots on a network into national equivalent units comprising the steps of:

- obtaining, in electronic format, a database comprising data correlated to the airing of the local spots;
- obtaining national viewing data for the network in increments of less than one hour corresponding to each time the local spot aired and uploading said data into said database;
- determining household impression and demo impression for the local spots based on the national viewing data;
- assigning audience values for the local spots based on the impression delivery for the spots;
- sorting the database by one or more of advertiser, length of spot; network; daypart, and ISCI Code;
- removing all spots that ran outside a contracted daypart;
- obtaining a total number of national equivalent spots and an impression delivery for those spots, the impression delivery comprising one or more of: a total household delivery; an average household delivery per spot; an average household rating, a total demo delivery; an average demo delivery per spot; and an average demo rating;
- calculating a subtotal of impression delivery by one or more of ISCI code, daypart, length, and network;
- calculating a total number of national equivalent units by adding household zone universe data for each of a plurality of local spots stored in the database and dividing that number by the total number of subscribers claimed for that network;
- calculating an average household delivery per spot by dividing the total household delivery by the total number of network equivalent spots;

calculating an average household rating by dividing the average household delivery per spot by the total number of claimed subscribers and then multiplying that number by 100;

calculating a total demo delivery by adding all of the demo delivery numbers for the local spots from the database;

calculating an average demo delivery by dividing the total demo delivery by the total number of network equivalent spots;

calculating an average demo rating by determining the average demo delivery expressed as a percentage of the total number of claimed subscribers, multiplied by a demo universe factor; and

repeating the steps for additional spots and aggregating the audience values to create a national equivalent unit on the network.

3. (Currently Amended) A method for aggregating local commercial spot inventory into national equivalent units for a network and providing accurate audience estimates and delivery measurements using published national viewing data comprising the steps of:

processing affidavits in an electronic format for every local spot aired, the affidavits comprising detailed information on date and time of the airing of the local spots;

determining an impression delivery for the local spots aired based on viewing data in increments of less than one hour from a national audience measurement and matching the impression delivery data with the information from the processed affidavits as a record in a database;

assigning audience values for the local spots based on the impression delivery;

aggregating values calculated using the local spot affidavit information, impression delivery and audience values to generate a national equivalent unit; for the national equivalent unit determining the number of times the unit aired and an impression delivery for the unit;

comparing an estimated delivery derived from data in the database with the actual delivery to determine the value of the national equivalent unit;

for additional national equivalent units, repeating the steps of determining an impression delivery of the local spots, of assigning audience values for the local spots, and of determining the number of national equivalent units aired and the impression delivery for the national equivalent units; and

calculating from the national equivalent units the amount to charge an advertiser for an advertising schedule on the network.

4. (Original) The method of claim 3 wherein the affidavits comprise the exact date and time the local spot aired, the network on which the local spot aired, and the program during which the local spot aired.

5. (Currently Amended) The method of claim 4 wherein the affidavits are received in electronic format.

6. (Original) The method of claim 5 wherein the electronic formats of the affidavits are converted into a readable format.

7. (Currently Amended) The method of claim 4 wherein the affidavits are received in paper format and are scanned or otherwise converted into a readable electronic format.

8. (Cancelled)

9. (Original) The method of claim 4 wherein the affidavits are received in both paper and electronic format.

10. (Original) The method of claim 3 wherein the steps of calculating the amount to charge an advertiser are repeated for additional networks.

11. (Original) The method of claim 10 wherein the method is repeated for additional advertisers.